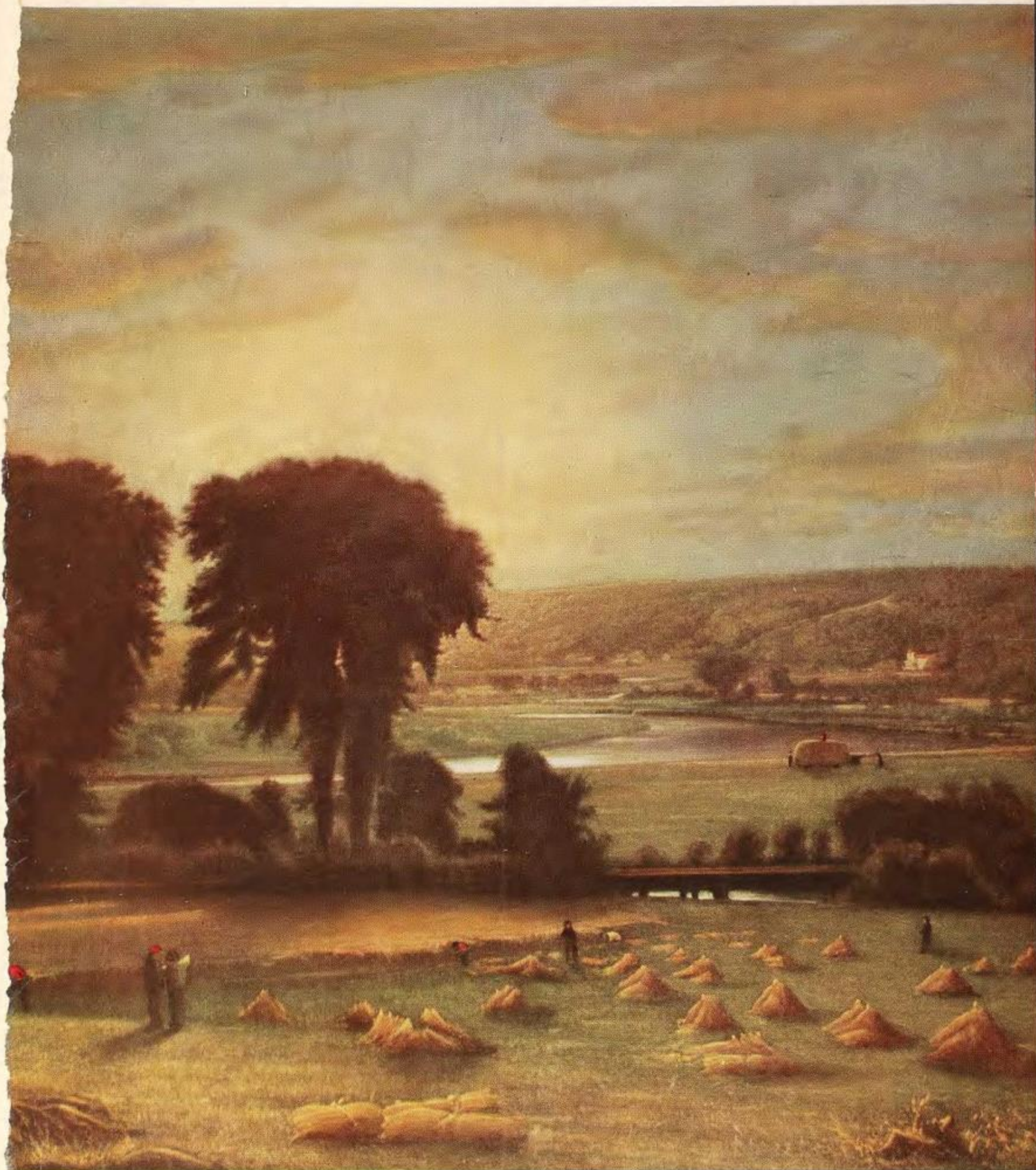


SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



"Autumn and Plenty" Painted by George Inness FROM THE METROPOLITAN MUSEUM OF ART FOR REPRODUCTIONS OF THIS PAINTING, SEE PAGE 591

all and Winter, 1944-45₂

Notice to customers: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.

Ann Barton

our own trade mark

SEARS FAMOUS DRESSES

\$4⁹⁸
each

STUNZI'S RAYON GABARDINE stays smooth, wears well, thanks to its crease-resistant finish and fine weave. Nothing like it for day-in, day-out service . . for crispness that holds up. Teamed with the precision of tailoring, specified below, that has made our \$4.98 dresses famous . . and classic simplicity of styling . . the result is a trio of year-round *Ann Barton* dresses that prove Sears fashions bring you more for your money.

- Waistlines, yokes—taped, bound or double-stitched
- Sleeve bottoms have deep, blind stitched hems
- Fine stitching throughout • All seams are pinked
- Side seams all are wide enough for letting out
- Hems are two inches deep; allows for lengthening
- Belts firmly reinforced; belt loops of self fabric
- Button holes closely stitched for longer wear
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket

A THE SHIRTFROCK with trouser-pleated skirt, popular favorite with new dash. Nail heads shine on self belt. Button front halfway down skirt. Gored back skirt. Stunzi's rayon gabardine. Dry clean.

Sizes: 10, 12, 14, 16, 18; see size scale on page 11. State size. Shipping weight, each, 1 pound 8 ounces.

♦31 K 5035—Aqua ♦31 K 5036—Beige
♦31 K 5037—Coral red ♦31 K 5038—Violet . . \$4.98

B THE CARDIGAN DRESS, multi-stitched on waist and big hip pockets for clean-cut look. Imitation leather front on self belt. Skirt has kick-pleat in front, and gores in back. Of Stunzi's rayon gabardine. Dry clean.

Sizes: 12, 14, 16, 18, 20; see size scale on page 11. State size. Shipping weight, each, 1 pound 8 ounces.

♦31 K 5030—Beige ♦31 K 5031—Aqua
♦31 K 5032—Violet ♦31 K 5033—Coral red . . \$4.98

C THE TWO-PIECE SUIT DRESS fits all figures easily, smartly. Darts on cardigan jacket, slim waist. Plain dickey comes off quickly to give way to print or frilly one. Skirt kick-pleated in front, gored in back. Of Stunzi's rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale on page 11. State size. Shpg. wt., 1 lb. 8 oz.

♦31 K 5025—Coral red ♦31 K 5026—Aqua
♦31 K 5027—Cocoa brown Each \$4.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. Sears Easy Terms are available if your order totals \$10 or more. See inside back cover for details. Why not include Sears famous *Ann Barton* Cosmetics in your order?

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A



ALL PAGE 3 DRESSES

Ann Barton
our own trade mark

SEARS FAMOUS DRESSES

\$4.98
each



FRANKLY'S PACALON, a good quality rayon alpaca-type fabric, is worthy of the fine making that goes into Sears Famous \$4.98 Dresses. It's closely woven, holds its shape. Just what these *Ann Bartons* demand to keep their good looks through all the wearing you'll want to give them. Not too dressy, not too tailored; right for so many occasions.

- Waistlines, yokes—taped, bound or double-stitched
- Sleeve bottoms made with deep, blind-stitched hems
- Fine stitching throughout • All seams are pinked
- Side seams all are wide enough to permit letting out
- Hems are two inches deep; allows for lengthening
- Belts firmly reinforced; belt loops made of self fabric
- Button holes are all closely stitched for longer wear
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as a handy and unseen pocket

- A** THE SIDE-BUTTON DRESS, No. 1 favorite in the Spring catalog, in different fabric, in Fall colors. Back gored skirt with spaced gathers in front; self belt. Frankly's rayon alpaca-type fabric. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale on page 11. *State size.* Shpg. wt., 1 lb. 8 oz.
- | | |
|------------------------|-----------------------|
| ♦31 K 5000—Navy | ♦31 K 5003—Pearl Gray |
| ♦31 K 5001—Cherry rose | Each \$4.98 |
| ♦31 K 5002—Aqua | |

- B** THE SCALLOPED DRESS with fly front effect to slenderize, slash pockets for convenience. All around gored skirt with clusters of gathers in front. Imitation leather on tie-front self belt. Frankly's rayon alpaca-type fabric. Dry clean. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11. *State size.* Shipping weight, each, 1 pound 8 ounces.
- | | |
|------------------------|-----------------------|
| ♦31 K 5004—Cherry rose | ♦31 K 5005—Black |
| ♦31 K 5006—Aqua | Each \$4.98 |

- C** THE BUTTON DRESS, jaunty buttons outline side folds, sleeves. Centered front fullness; back gores on skirt. Imitation leather trim self belt. Frankly's rayon alpaca-type fabric. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale, page 11. *State size.* Shpg. wt., each, 1 lb. 8 oz.
- | | |
|------------------------|------------------------|
| ♦31 K 5008—Medium blue | ♦31 K 5009—Cherry rose |
| ♦31 K 5010—Pine green | Each \$4.98 |

HATS, illustrated on these pages. All wool felt. To fit head sizes 21½-22¾. *State color.* Shpg. wt., each, 14 oz.

A *Mandarin Pompadour Hat*; matching grosgrain trim. 78 K 3030—Colors: Navy, black, dk. brown, cherry \$2.98

B *Chelton Beret*; self material coin shaped trim. 78 K 3000—Colors: Cherry rose, black, dk. brown. \$1.98

C *Halo Beret.* See hat section for complete details.

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. Sears Easy Terms available, if your order totals \$10 or more. See inside back cover for full details. Why not include Sears Famous Ann Barton cosmetics, too?



A



Ann Barton
our own trade mark

SEARS FAMOUS DRESSES

\$4⁹⁸
each



CROWN TESTED French-Type Rayon Crepe, in Fall-Winter colors with white polka dots . . hand washable separately in LUX . . *that's* news at only \$4.98. For tests predict it will not change visibly in color or texture, nor in size more than

2%, if instructions on tag are followed. But fabric is just part of the *Ann Barton* value story. Add careful workmanship indicated below, becoming styles, good fit, year-round, long-time wearability—and you know why Sears \$4.98 dresses are famous from coast to coast.

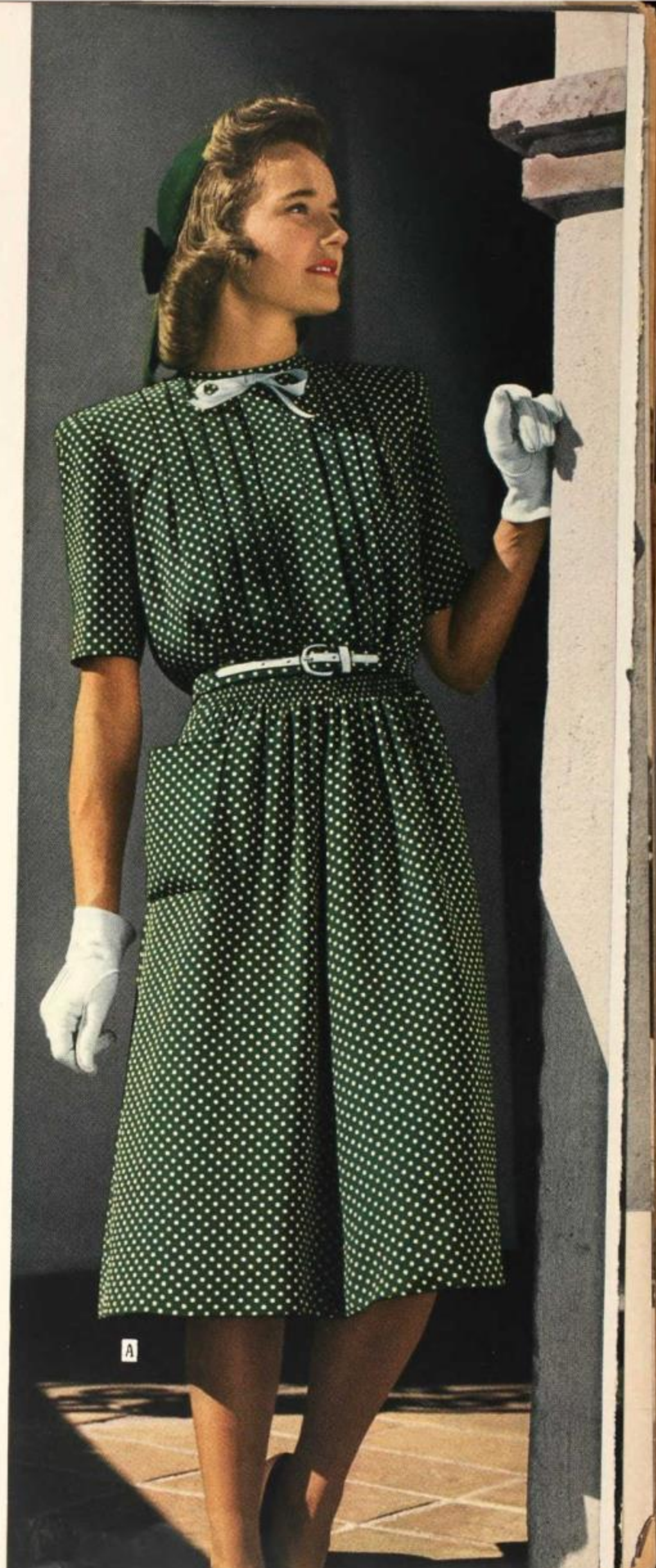
- Waistlines, yokes—taped, bound or double-stitched
- Sleeve bottoms have deep, blind-stitched hems
- Fine stitching throughout. • All seams are pinked
- Side seams all are wide enough for letting out
- Hems are two inches deep; allows for lengthening
- Belts firmly reinforced; belt loops of self fabric
- Button holes closely stitched for longer wear
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket
- Shoulder pads can be easily taken off for washing

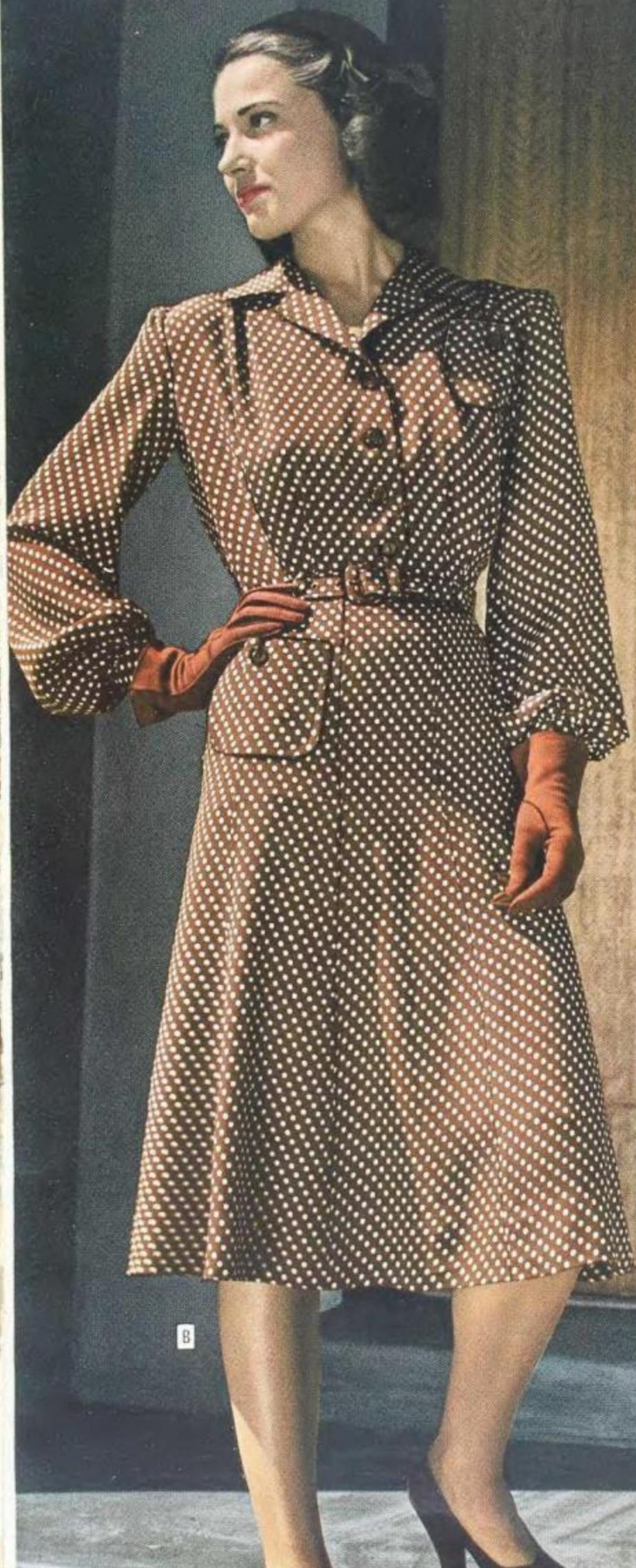
A THE TUCKED BOSOM DRESS set off with white at neck, on belt. Fullness across front of skirt, gores in back; roomy patch pocket. Bodice buttons to waist in back. French-type rayon crepe. Wash separately in LUX.
Sizes: 10, 12, 14, 16, 18; see size scale on page 11.
State size. Shipping weight, each, 1 pound 8 ounces.
 ♦31 K 5015—Pine green ♦31 K 5016—Red
 ♦31 K 5017—Cocoa brown ♦31 K 5018—Violet. . \$4.98

B THE SHIRTWAIST DRESS with yoke back bodice, neatly cuffed long sleeves. All-around gored skirt flatters hips. Buttoned patch pockets add trimness. French-type rayon crepe. Wash separately in gentle LUX.
Sizes: 12, 14, 16, 18, 20; see size scale on page 11.
State size. Shipping weight, each, 1 pound 8 ounces.
 ♦31 K 5020—Cocoa brown ♦31 K 5021—Pine green
 ♦31 K 5022—Navy Each \$4.98

C THE BUTTON FRONT DRESS makes a fresh, feminine appearance with self pleating down front, and at wrists. Softly shirred front, gored back skirt. French-type rayon crepe. LUX separately. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shpg. wt., 1 lb. 8 oz.
 ♦31 K 5011—Violet ♦31 K 5012—Pine green
 ♦31 K 5013—Cocoa brown ♦31 K 5014—Navy. \$4.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from your Sears nearest mail order house. Sears Easy Terms are available, if your order totals \$10 or more. See inside back cover for full details on Sears Easy Payment Plan. Why not include Sears famous Ann Barton Cosmetics in your order?





B



C

ALL PAGE 7 DRESSES

Our Finest Rayon Gabardines

\$8⁹⁸
each



A feather in Sears cap—bringing you, at this price, this superb gabardine that fashion magazines headline, many smart stores prefer, Hollywood designers love to work with. Better? Of course it's better. For everything to make it so is done by the fine house that produces it. Heavier, more costly yarns (40% Teca rayon) for that rich, full, firm-textured feel. The best dyes, most expensive finish have been lavished on it, so that it tailors exceptionally well, doesn't wrinkle easily, the popular Fall colors have great beauty and luster.

- Waistlines, yokes and shoulder seams are taped
- Sleeve bottoms have deep faced and taped hems
- Fine stitching, with 12 to 16 stitches per inch
- All seams pinked. Side seams are pinked, pressed open and $\frac{3}{8}$ inches wide to allow for letting out
- Hems taped, blind-stitched, 2-in. deep for altering
- Button holes closely stitched; corners reinforced
- Shoulder pads firmer, hand tacked for smooth fit
- Belts firmly reinforced; belt loops of self fabric

A THE SIDE-BUTTON DRESS, one of the biggest style successes in years, looks "like a million" when tailored in this luxurious rayon gabardine. Easy-to-wear 7-gore skirt; imitation leather belt; buttoned tab pocket. Dry clean. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11. *State size.* Shipping wt., 2 lbs.
 ♦31 K 5050—Violet ♦31 K 5051—Pine green
 ♦31 K 5052—Gold Each.....\$8.98

B THIS MULTI-STITCHED BUTTON FRONT DRESS has crisp trimness. Buttoned folds, slope of surplice front create popular wide-shouldered look. Front flared, back gored skirt; big, side-entry pockets. Rayon gabardine. Dry clean. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11. *State size.* Shipping wt., 2 lbs.
 ♦31 K 5040—Pine green ♦31 K 5041—Gold
 ♦31 K 5042—Violet Each.....\$8.98

C THE SADDLE-BAG POCKET DRESS, becoming button fronter, looks new, different through use of these novel pockets and unpressed front pleats. Imitation leather belt slips through pocket tops. Rayon gabardine. Dry clean. *Sizes:* 10, 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping wt., 2 lbs.
 ♦31 K 5045—Gold ♦31 K 5046—Violet
 ♦31 K 5047—Pine green Each.....\$8.98

BOW TRIM CALOT, shown on figure **B**. All wool felt. Fits head sizes $21\frac{1}{2}$ - $22\frac{1}{4}$. *State color.* Shpg. wt., 14 oz.
 78 K 3040—Colors: Kelly green, gold, black..\$2.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. If order totals \$10 or more, Easy Terms are available. See inside back cover for complete details.



B

C



C



B

10 .. SEARS, ROEBUCK AND CO. ALL

Tebilized

Crease Resistant

Rayon Flannel Dresses

\$8.98
each

They're fashioned of one of the most beautiful fabrics we've ever seen—a credit to the fine mill that produces it. It's rayon, a blend of spun and acetate rayon yarns, that looks like costly English wool flannel. Firm-textured, weighty, it responds slickly to the fine tailoring we give it. . . dyes up in the bright colors Fashion has chosen for Fall-Winter. And with the Tebilized finish (patented process increasing resistance to wrinkles), you can count on them to give you the most wear with the least care.

- Waistlines, yokes and shoulder seams are all taped
- Sleeve bottoms have deep, faced and taped hems
- Fine stitching that has 12 to 16 stitches per inch
- All seams pinked. Side seams are pinked, pressed open and are $\frac{3}{8}$ inches wide to allow for letting out
- Hems taped, blind stitched, 2-in. deep for lengthening
- Button holes are closely stitched; corners reinforced
- Shoulder pads are firm, hand-tacked for smooth fit
- Belts are firmly reinforced; belt loops of self fabric

A THE BUTTON FRONT DRESS with the new, dramatic touch of big, dark buttons down front and on the pockets creates slimming T-line. Gored skirt; self belt. Rayon flannel. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale below. *State size.* Shipping weight, 1 pound 8 ounces.
♦31 K 5055—Aqua green ♦31 K 5056—Lemon yellow
♦31 K 5057—Violet Each.....\$8.98

B THE SURPLICE FLY-FRONT DRESS sports shoulder flaps and tucks for swagger look of a trench coat. Has youth, dash. Imitation leather fronted self belt; gored skirt. Rayon flannel. Dry clean. *Sizes:* 10, 12, 14, 16, 18; size scale below. *State size.* Shipping weight, 1 lb. 8 oz.
♦31 K 5060—Violet ♦31 K 5061—Lemon yellow
♦31 K 5062—Aqua green Each.....\$8.98

C THE BIB YOKE SHIRTFROCK has the easy comfort you like, with bloused fullness, deep front kick pleat on gored skirt. Imitation leather belt; buttoned pockets, cuffed sleeves. Rayon flannel. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale below. *State size.* Shpg. wt., 1 lb. 8 oz.
♦31 K 5065—Lemon yellow ♦31 K 5066—Aqua green
♦31 K 5067—Violet Each.....\$8.98

HATS, shown on figures at left. Fine all wool felt. Fits head sizes 21½-22½. Shipping weight, each, 14 ounces.

G Bow-trim Half Hat. Turf tan, dk. violet, black.
78 K 3010—*State color*.....\$1.98

H Half Hat. Violet, cherry rose, dark brown, black.
78 K 3020—*State color*.....\$2.98

MISSES' SIZE SCALE...Misses' figure has a well-developed but youthful bustline; slender waist; well proportioned throughout. This average figure has the widest choice of styles. Order your exact size—measure carefully.

Order Size:	10	12	14	16	18	20	22
If hips are	34	35	36½	38	39½	41	43 in.
If waist is	24	25½	27	28½	30	32	34 in.
If bust is	31	32½	34	35½	37	39	41 in.
Dress length is	41	41½	42	42½	43	43½	44 in.

Catalog numbers marked ♦ shipped from New York Order, pay postage from Sears nearest mail order house. If order totals \$10 or more, Easy Terms available. See inside back cover for Sears Easy Payment Plan.





Sequin Suit Dresses; Pacific's All Wool Crepe

\$12.98
each, cash

On Easy Terms, $\frac{1}{5}$ down

Newest twinkle on fashion horizon . . . dazzle of sequins for your festive, dress-up affairs. Newer, more flattering against the delicate pastel tones of Pacific's 100% wool crepe . . . cloud-soft, light, yet warm. Assigned to our finest makers for better finish, these suit dresses deserve to be your best. Darts mold jackets, make them merge into skirt line. Rich fabric-covered buttons. Bulk-free Contour Closure placket closing on gored skirts. Dry clean. Shipping weight, each, 1 lb. 8 oz.

COLLAR AND POCKETS glitter with sequin embroidery on two-piece suit dress at left. Dressy yet casual. Short-sleeved, notch-collared, 3-button jacket. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 11. *State size.*

♦31 K 5082—Pastel blue
♦31 K 5083—Pastel green
♦31 K 5084—Pastel gold. Cash \$12.98

SEQUIN BOUQUET shimmers darkly on pastel jacket of two-piece suit dress at right. Long-sleeved, tapering shawl-collared, 3-button jacket. *Sizes:* 12, 14, 16, 18, 20; scale on page 11 *State size.*

♦31 K 5078—Pastel blue jacket, with contrasting brown skirt.
♦31 K 5079—Pastel rose jacket, black skirt. Cash \$12.98



Shining examples of Sears value-giving in fashion. The glamor-glitter of sequins on costly Mallinson's "Whirlaway" for two charming dine-and-dance dresses. Have you ever bought this fabric by the yard? Then you know finding it in such carefully detailed dresses . . . with sequins . . . at only \$9.98 is truly amazing. It's a rayon crepe with a rich nubby texture that doesn't sag . . . that drapes superbly to show off a fine figure. Dry clean. Shipping weight, each, 1 pound 8 ounces.

CLUSTERS OF SEQUINS sparkle on molded bodice of basque dress at left and also outline sweetheart neck. Self bows add softness; skirt full in front, gored in back. *Sizes: 10, 12, 14, 16, 18, size scale on page 11. State size.*

♦31 K 5073—Royal blue

♦31 K 5074—Black

♦31 K 5075—Gold. Each, cash . . . \$9.98

SEQUIN SPRAY gleams on pastel insert of two-piece dress, at right. Button-front top molded to figure; gored skirt has slight ripple; Contour Closure. *Sizes: 10, 12, 14, 16, 18, 20; size scale on page 11. State size.*

♦31 K 5070—Brown with pastel blue

♦31 K 5071—Black with pastel rose

Each, cash . . . \$9.98

Color Gold shown in actual color on page 9

Does your order total \$10 or more? Sears Easy Terms available—for complete details, see inside back cover.

Sequins on Mallinson's "Whirlaway" Rayon Crepe

\$9.98

each, cash

On Easy Terms, $\frac{3}{4}$ down



Mallinson's Rayon Crepe

2-piece Suit Dresses

\$7.98
each

"Cavalcade" by Mallinson, year-round rayon with rib-like weave, is rich enough, firm enough to mold into suit dresses you can wear as smartly without a coat as with one. It gives this duet an air of fashionable elegance . . . body to the dart-smooth jackets and good, even hang to the pleated skirts. Contour Closure makes skirt plackets lie flat. Dry clean. Shipping weight, each, 1 pound 8 ounces.

FLUFFY SELF-RUFFLES add softness to notch-collared jacket of two-piece suit dress at left; create a slimming wide-shouldered look. 3 handsome buttons add fashion interest. Front pleated, back gored skirt. *Sizes:* 10, 12, 14, 16, 18; size scale on page 11. *State size.*
♦31 K 5085-Aqua ♦31 K 5086-Black
♦31 K 5087-Cherry rose Each . . \$7.98

DARK EMBROIDERED motif ornaments jacket of 2-piece suit dress at right, 4 richly self-covered buttons on rounded notch-collared jacket. Skirt has inverted front pleats, back gores. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11.
♦31 K 5095-Medium blue *State size.*
♦31 K 5096-Cocoa brown
♦31 K 5097-Dove gray Each . . \$7.98

Actual Colors: Aqua shown on page 2; Cherry rose and Medium blue on page 5

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.



Fashion decrees the flattery of drapes for those dress-up times when you want to look your prettiest, your most feminine. Sears stylists, knowing the need of suiting fabric to style for smartest lines, choose Mallinson's Cavalcade for our draped dresses. It's a luxury rayon with rib-like firmness that adds richness to their soft folds and ripples. Dry clean. Shipping weight, each, 1 pound 8 ounces.

TORSO FOLDS and tiny button-opening down front make draped dress, at left, follow lines of figure to show off lovely curves. Smartly handled folds give skirt front fullness. Self belt in back. *Sizes:* 10, 12, 14, 16, 18; see size scale on page 11. *State size.*

◆31 K 5098-Black

◆31 K 5099-Aqua Each.....\$7.98

CASCADE SIDE RIPPLE serves as clever hip-hider for draped dress, at right; makes you look taller. Flower bouquet embroidered on shoulder, plus diagonal line of surplice bodice for slimming effect; self belt. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11. *State size.*

◆31 K 5090-Black

◆31 K 5091-Brown Each.....\$7.98

Draped Dresses of "Cavalcade" Rayon Crepe

\$7.98
each

Actual Color: Aqua shown on page 2



De Luxe Casuals in Mallinson's Rayon Twill Tour

\$9.98
each, cash
1/3 down, on Easy Terms

Nothing like stripes to slim you, to create a casual, smart look. Especially when the fabric is Mallinson's smooth Twill Tour, a rayon flannel Tebilized for crease-resistance . . . with the feel and handle of wool. Entrusted to our top maker, specialist in costlier dresses, this tailored two-some boasts every value and long-service feature of our finer classics *plus* such quality touches as hand-bound button holes, fabric-covered buttons, stitched back side seams. *Colors:* White stripes on rose, gray, aqua grounds. Dry clean. Shipping weight, each, 1 lb. 8 oz.

BUTTON-FRONT DRESS, at left, with clever yoke treatment; set-in belt; back gores. *Sizes:* 12, 14, 16, 18, 20; See size scale on page 11. *State size.*

◆31 K 5104—Gray ◆31 K 5105—Rose
◆31 K 5106—Aqua Each, cash \$9.98

BOW-TIE DRESS, at right, buttons to waist. Fly front effect. Skirt gored in back; has Contour closure. *Sizes:* 10, 12, 14, 16, 18, 20; scale, pg. 11. *State size.*

◆31 K 5100—Rose ◆31 K 5101—Aqua
◆31 K 5102—Gray Each, cash \$9.98

Women

This is *your* year. Fashion takes its cue from you, favors the pretty softness you've always liked, found so becoming and youthful. Our women's dresses are styled just that way, without fussiness, along basic good lines that flatter the mature figure. Shrewdly placed trims make you look taller, slimmer. Comfortable in fit because they're scaled specially for your fuller figure. We've great variety . . . dress-up styles, many versions of the all-purpose shirtfrock, ensemble-like suit dresses. Rich colors and plenty of smart black. All of the better fabrics and making that have won our fashions fame for lasting good looks with value-wise women.

\$8.98

Stunzi's "Elissa" rayon crepe Suit Dress for women, half sizes

No. 1 favorite in two-piece suit dresses, in the season's most wanted colors, brought to you at a typical Sears-low price. Has slenderizing flattery, all-around, all-season usefulness. Wear it with or without coat, depending on time of year. Rosettes and tucks on jacket add charm . . . focus attention on your face and away from hips. Double darts, front and back, mold jacket to figure, merge into slim lines of gored skirt. Close spacing of front gores creates a gentle flare. Contour Closure insures flat placket closing. Beautifully made of Stunzi's "Elissa," a flat even rayon crepe, nationally famed for wear, looks. Dry clean. *State size.* Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; see size scale below.

♦31 K 5310—Black

♦31 K 5311—Purple

Each \$8.98

Half sizes: 16½, 18½, 20½, 22½, 24½, 26½; see size scale, page 22.

♦31 K 5510—Black

♦31 K 5511—Purple

Each \$8.98

Available after July 20th.

Women's size scale . . . for the mature figure. Well-proportioned with waistline slightly larger than Misses'. Measure carefully—order exact size for best fit, longer wear.

Order size	34	36	38	40	42	44
If hips are	38½	40½	42½	44½	46½	48½ inches
If waist is	30	32	34	36	38	40 inches
If bust is	36	38	40	42	44	46 inches
Dress length	43	43½	44	44½	45	45½ inches

Larger women's size scale . . . figure heavier through upper body than Women's. Garments have Sears Trimline styling to slim you. Measure with care . . . then order your exact size.

Order size	46	48	50	52
If hips are	49½	51½	53½	55 inches
If waist is	42	44	46	48 inches
If bust is	47	49	51	53 inches
Dress length	45½	46	46½	47 inches

Numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.



Casual Rayon Dresses

Women's, shorter women's sizes

Sears answer your need for a simple, becoming dress, with this thrifty trio of favorites. Designed to stay in style a long time. Carefully made to wear just as long and longer because they've all these value features: fine stitching... pinked seams... side seams wide enough to allow letting out... deep, blind stitched hems on sleeve bottoms... taped, bound or double-stitched waistlines, yokes... 2-in. hems for lengthening... reinforced belts... self fabric belt loops... closely stitched button holes... Sears-exclusive Contour Closure placket closing. Shpg. wt., ea., 1 lb. 8 oz.

\$5.98
each

- A** THE DEEP V-NECK DRESS, basic in lines. Shirred dickey comes off easily. Gored skirt has front fulness with stitched down, unpressed pleats. Contour Closure placket. Dress, dickey of rayon alpaca-type fabric. Dry clean. *Women's sizes:* 34, 36, 38, 40, 42, 44; *scale, pg. 17. State size.*

♦31 K 5325—Black with aqua trim

♦31 K 5326—Cocoa with beige trim. Each \$5.98

Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½; see size scale on page 22. *State size when ordering.*

♦31 K 5525—Black with aqua trim

♦31 K 5526—Cocoa with beige trim. Each \$5.98

Available after July 20th

- B** THE TWO-PIECE EFFECT DRESS, becoming to all figures, achieves that dressier look with front peplum. White dickey collar is detachable, washable. Soft shirring at shoulders, waist. Gored skirt, full cut for flare, comfort. Contour Closure placket. Of rayon Luana. Dry clean.

Women's sizes: 34, 36, 38, 40, 42, 44; *scale, pg. 17. State size.*

♦31 K 5320—Med. blue ♦31 K 5321—Cocoa brown. Ea. \$5.98

Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½; see size scale on page 22. *State size when ordering.*

♦31 K 5520—Med. blue ♦31 K 5521—Cocoa brown. Ea. \$5.98

Available after July 20th

- C** THE ROUND YOKE DRESS has easy to get into button front, which, with buttons around yoke, forms slenderizing T-silhouette. White dickey on cardigan neck, detaches easily for washing. Skirt has back gores, front stitched down, unpressed pleats. Of rayon Luana. Dry clean.

Women's sizes: 34, 36, 38, 40, 42, 44; *scale, pg. 17. State size.*

♦31 K 5315—Med. blue ♦31 K 5316—Med. green. Ea. \$5.98

Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½; see size scale on page 22. *State size when ordering.*

♦31 K 5515—Med. blue ♦31 K 5516—Med. green. Ea. \$5.98

Available after July 20th

HATS shown on figures B and C. Both styles made of all wool felt. *State color.* Shipping weight, each, 1 lb.

B Pleated-ruffle sailor to fit head sizes 21¾-23.

78 K 3070—Colors: Black, dk. brown, red, slate blue. \$2.98

C Brimmed casual to fit head sizes 21¾-22¾.

78 K 4000—Colors: Black, dark brown, red. \$2.49

Catalog numbers marked ♦ shipped from New York. Order and pay postage from Sears nearest mail order house. Easy Terms available if order totals \$10 or more... see inside cover for complete information.



A



B



C



A RAYON VELVET \$9.98



B PACIFIC'S ALL WOOL CREPE \$9.98



C MALLINSON'S CAVALCADE \$7.98

Our fine quality Dresses for women, shorter women

Women's sizes: 34, 36, 38, 40, 42, 44; size scale, page 17. Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½; size scale, page 22. Shpg. wt., ea., 1 lb. 8 oz.

A RAYON VELVET, transparent, for best, in your favorite shirtfrock style. Luxury you can afford at a Sears-low price. Shirring, self braid trim at shoulders add height. Roll collar with dazzle buttons continue tapering line, slim you. Gored skirt full in front. Dry clean. Sizes: 34-44. State size.
♦ 31 K 5330—Black
Sizes: 16½-26½. State size.
♦ 31 K 5530—Black
On Easy Terms, ⅓ down.
Each, cash \$9.98

B PACIFIC'S ALL WOOL CREPE button front dress. Smart with or without coat. Saw tooth trimmed front, tabs give this classic a dress-up air. Gored skirt. Dry clean. Sizes: 34-44. State size.
♦ 31 K 5333—Purple
♦ 31 K 5334—Pearl gray
♦ 31 K 5335—Aqua green
Sizes: 16½-26½. State size.
♦ 31 K 5533—Purple
♦ 31 K 5534—Pearl gray
♦ 31 K 5535—Aqua green
On Easy Terms, ⅓ down.
Each, cash \$9.98

C MALLINSON'S "CAVALCADE", a good quality rib-like rayon, in year-round V-neck dress. Contrasting pastel yoke, and rich embroidery trim outlining it light up your face, make bust look smaller. All-around gored skirt, hangs well, slenderizes. Dry clean. Sizes: 34-44. State size.
♦ 31 K 5337—Black with pastel blue yoke . . . \$7.98
Sizes: 16½-26½. State size.
♦ 31 K 5537—Black with pastel blue yoke . . . \$7.98



A BUTTON FRONT DRESS



B BASIC V-NECK DRESS



C SUIT-EFFECT DRESS

A BUTTON FRONT dress you can slip into without mussing hair. Clover-trim festooned around buttons, collar gives thinning up-and-down look. Front pleats inverted back pleat give ease to skirt, add to slimming effect. Of Luana rayon. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; *size scales,* page 17. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 31 K 5344—Med. green
♦ 31 K 5345—Med. blue
Each.....\$4.98

B BASIC V-NECK dress flatters all sizes, is right for all occasions. That's why we do it for you in long-lasting rayon alpaca type fabric in Fall-Winter colors. Scallops, rayon ribbon, flower trim soften neckline. Easy hang to gored skirt. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; *size scales* on page 17. *State size.* Shpg. wt., 1 pound 8 ounces.

♦ 31 K 5348—Black
♦ 31 K 5349—Rosewine
Each.....\$4.98

C SUIT - EFFECT DRESS has all-around peplum for youthful 2-piece look. Front pleated, back gored skirt. Jacket effect of rayon; skirt and bodice trim of polka dotted French-type rayon crepe. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; *size scales* on page 17. *State size.* Shpg. wt., 1 lb. 8 oz.

♦ 31 K 5340—Navy with navy-and-white dots.
♦ 31 K 5341—Black with black-and-white dots.
Each.....\$4.98

All-purpose Favorites in
rayon, sizes 34 to 48

\$4⁹⁸
each

Wools or Rayons in Half Sizes

If you're 5 feet 3 inches or under, Sears Half Sizes are for you. Scientifically proportioned to fit right the minute you put them on . . . without cost and bother of alterations. They're cleverly designed to make you look taller, slimmer. Young, basic lines picked with your shorter figure in mind and shrewd use of trims are the reason. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. Shpg. wt., ea., 1 lb. 8 oz.

- A** MALLINSON'S "WHIRLAWAY," a fine rayon crepe, in front-tucked dress that has slimming charm. Youthful square neck, self bowed. Tucks create front skirt fullness; back gores. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5546—Black
♦31 K 5547—Aqua Each \$8.98

- B** PACIFIC'S ALL WOOL CREPE for a colorful flower-trim dress that's dressy and warm. Surplice style creates illusion of height. Tuck-trimmed waist, pockets. Double buckled belt tops gores skirt. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5540—Purple ♦31 K 5541—Cherry rose.
½ down on Easy Terms Each cash \$9.98

Dresses described below, shown on opposite page

- C** RAYON GABARDINE SHIRTFROCK with T-line button trim on pockets, skirt to make you look taller. Fly front bodice; button front skirt. Imitation leather on self belt. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5550—Violet ♦31 K 5551—Coral red
♦31 K 5552—Beige Each \$5.98

- D** EMBROIDERY ON RAYON CREPE adds richness to your favorite, all-purpose shirtfrock. Skirt soft in front with unpressed pleats, gores in back. Self belt. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5543—Black ♦31 K 5544—Brown. Ea. \$6.98

- E** FINE RAYON SUIT DRESS with white scroll embroidery around shawl collar, patch pockets. Jacket smoothly dart-fitted. Gored skirt has kick pleat in front. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5554—Cocoa brown
♦31 K 5555—Navy. Each \$5.98

Available after July 20th

- F** SURPLICE JUMPER in spun rayon with button front skirt, back gores, front unpressed pleats. Fullness under shoulder yoke. Hand wash separately in LUX. Sizes: 14½-26½. State size. Blouse not included.
♦31 K 5563—Cocoa brown
♦31 K 5564—Medium blue. Jumper only. Each \$3.49

- G** TAILORED RAYON GABARDINE with bib yoke and fly-effect front, has easy comfort for all day wear. Dramatic button on bodice; double stitching outlines yoke; 2 pockets on back gores skirt. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5557—Cocoa brown
♦31 K 5558—Aqua blue. Each \$5.98

- H** SMOCKED SPUN RAYON SHIRTFROCK with casual softness so becoming to all, so suitable for noon-to-night. Skirt flatters hips with front unpressed pleats, back gores. Dry clean. Sizes: 14½-26½. State size.
♦31 K 5560—Soldier blue
♦31 K 5561—Rosewine. Each \$3.98

HALF SIZE SCALE—for the slightly shorter, slightly fuller figure Measure carefully—then order exact size.

Order size	14½	16½	18½	20½	22½	24½	26½
If hips are	38	40	42	44	46	47½	49 in.
If waist is	29	31	33	35	37	39	41 in.
If bust is	35	37	39	41	43	45	47 in.
Dress length is	41½	42	42½	42½	43	43½	44 in.

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Easy Terms are available if your order totals \$10 or more . . . see inside cover for full details.

B PACIFIC'S WOOL CREPE \$9.98 **A** MALLINSON'S RAYON "WHIRLAWAY" \$8.98

[C] RAYON GABARDINE CLASSIC \$5.98



[D] EMBROIDERED RAYON CREPE \$6.98



[E] FINE RAYON SUIT DRESS \$5.98



[F] SURPLICE JUMPER \$3.49



[G] TAILORED RAYON GABARDINE \$5.98



[H] SPUN RAYON SHIRTTROCK \$3.98



Dresses illustrated above, described on opposite page



Frankly's Rayon "Frostspun" in dressed-up casual styles



Clever trims give this foursome a different air, a certain sparkle. Frankly's "Frostspun", white-flecked spun rayon, gives them softness that stands up to wear. Dry clean. Shpg. wt., each, 1 lb. 8 oz.

\$3⁹⁸
each

WHITE BOW APPLIQUES light up bodice, patch pocket to give dress gaiety. Easy, front full, back gored skirt. Self belt. *Sizes:* 10, 12, 14, 16, 18; scale on page 11.
♦31 K 5114—Medium blue
♦31 K 5115—Cocoa brown
♦31 K 5116—Pine green
State size. Each.....\$3.98

RICH EMBROIDERY, on cardigan neck, pockets, of button front dress. Front Shirred, back gored skirt; set-in, tie-front belt. *Sizes:* 12, 14, 16, 18, 20; scale, pg. 11.
♦31 K 5118—Navy
♦31 K 5119—Pine green
♦31 K 5120—Violet
State size. Each.....\$3.98

NAILHEADS GLEAM on collar and pocket of becoming classic fly front dress. Well cut gored skirt; self belt. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 11.
♦31 K 5110—Gold
♦31 K 5111—Medium blue
♦31 K 5112—Pine green
State size. Each.....\$3.98

NAILHEAD LUSTER sets off round neckline and belt. Folds give shoulder width; front pleated, gored skirt. *Sizes:* 10, 12, 14, 16, 18; size scale on page 11.
♦31 K 5122—Medium blue
♦31 K 5123—Coral red
♦31 K 5124—Pine green
State size. Each.....\$3.98



LUXABLE dresses of "Super-Charmalac", Charmettized for wear



Charmette's new even-weave fabric, Super-Charmalac, has a woolly warmth, because it's part Aralac, part rayon. Charmettized so it has a maximum shrinkage of only 2%. Hand washable separately in Lux. Shpg. wt., ea., 1 lb. 8 oz.

\$3.98
each

FLY FRONT-EFFECT DRESS, trim and smart with bow-tie dickey (detach before washing). Front full, back gored skirt. *Sizes:* 12, 14, 16, 18, 20; size scale on pg. 11.

♦31 K 5126—Coral red
♦31 K 5127—Medium blue
♦31 K 5128—Gray
State size. Each.....\$3.98

SIDE-BUTTON JUMPER with embroidery at neck, pockets. Front gathered, back gored skirt. *Sizes:* 10, 12, 14, 16, 18; size scale on page 11. Blouse not included.

♦31 K 5139—Pine green
♦31 K 5140—Navy
♦31 K 5141—Coral red
State size. Jumper only...\$3.98

SHIRTFROCK, for all-purpose wear, with set-in waistband, front unpressed pleats, back gores, one pocket. Buttons to waist. *Sizes:* 12, 14, 16, 18, 20; scale, page 11.

♦31 K 5135—Aqua
♦31 K 5136—Melon rose
♦31 K 5137—Gold
State size. Each.....\$3.98

2-PIECE SUIT DRESS with white wool edging around cardigan neck, down front, on pockets for contrast. Gored skirt. *Sizes:* 10, 12, 14, 16, 18; size scale, page 11.

♦31 K 5130—Cocoa brown
♦31 K 5131—Aqua
♦31 K 5132—Violet
State size. Each.....\$3.98

If you're assembling a wardrobe and order totals \$10 or more, Easy Terms available. See inside back cover for full story.

ALL PAGE 25 . . DRESSES



Misses' Luxable Spun Rayon, Part Rayon Dresses

\$3⁴⁹
each

BUTTON FRONT dress with scallop braid embroidery from top to hem. Bow tied at neck, waist. Back gored skirt. Rayon-and-cotton. Hand wash in LUX separately.

Sizes: 10, 12, 14, 16, 18; see size scale on page 11. *State size.* Shipping weight, 1 lb. 8 oz.

- ♦ 31 K 5155-Medium blue
- ♦ 31 K 5156-Cocoa brown
- ♦ 31 K 5157-Med. green. Ea. \$3.49

BUTTON BACK DRESS (to waist) in medium colors set off with white trim. Front kick pleated, back gored skirt. Spun rayon. Hand wash in LUX separately.

Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 lb. 8 oz.

- ♦ 31 K 5147-Pine green
- ♦ 31 K 5148-Cocoa brown
- ♦ 31 K 5149-Med. blue. Ea. \$3.49

PRINT SHIRTFROCK spiced with white applique bow and collar. Back gored, front shirred and pleated skirt. Rayon-and-cotton. Hand wash in LUX separately.

Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 lb. 8 oz.

- ♦ 31 K 5151-Medium blue ground
- ♦ 31 K 5152-Rose ground
- ♦ 31 K 5153-Green grd. Ea. \$3.49

SURPLICE JUMPER, with make-believe fly front and smart, double-buckled belt. Wear with classic or ruffy blouses. Spun rayon. Hand wash in LUX separately.

Sizes: 10, 12, 14, 16, 18; scale, page 11. *State size.* Shpg. wt., 1 lb. 8 oz. *Blouse not included.*

- ♦ 31 K 5143-Medium blue
- ♦ 31 K 5144-Cocoa brown
- Each, jumper only.....\$3.49

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.



Luxable Rayon-and-Cotton Favorites in misses sizes **\$3⁴⁹**
each

BUTTON FRONT dress has dark buttons, binding, monogram-effect trim for neat-as-a-pin look. Unpressed front pleated, back gored skirt. Rayon-and-cotton. Hand wash in LUX separately. *Sizes:* 12, 14, 16, 18, 20; scale on page 11. *State size.* Shpg. wt., 1 lb. 8 oz.

◆ 31 K 5158—Beige
◆ 31 K 5159—Aqua. Ea. . . \$3.49

BASQUE DIRNDL with white embroidery around neck, pockets. Tie back sash makes for sleek waist fit, trim look. Full gathered skirt. Rayon-and-cotton. Hand wash in LUX separately. *Sizes:* 10, 12, 14, 16, 18; size scale on page 11. *State size.* Shpg. wt., 1 lb. 8 oz.

◆ 31 K 5162—Red
◆ 31 K 5163—Aqua
◆ 31 K 5164—Med. blue. Each \$3.49

SURPLICE FLY FRONT-effect dress in colorful print that knows no season. Front gathered, back gored skirt. Rayon-and-cotton. Hand wash in LUX separately. *Sizes:* 12, 14, 16, 18, 20; size scale, page 11. *State size.* Shpg. wt., 1 lb. 8 oz.

◆ 31 K 5165—Cocoa brown ground
◆ 31 K 5166—Medium green ground
◆ 31 K 5167—Medium blue ground
Each \$3.49

CLASSIC FLY FRONT-effect dress has festive white embroidery to make it right for noon-to-night wear. Front gathered, back gored skirt. Rayon-and-cotton. Hand wash in LUX separately. *Sizes:* 12, 14, 16, 18, 20; scale, page 11. *State size.* Shpg. wt., 1 lb. 8 oz.

◆ 31 K 5168—Violet
◆ 31 K 5169—Medium green
◆ 31 K 5170—Cocoa brown \$3.49

If order totals \$10 or more, Easy Terms available. See inside back cover for details.



Luxable Spun Rayons for women, sizes 34 to 52

\$3⁹⁸
each
Sizes 34 to 44

and **\$4⁴⁹**
each
Sizes 46 to 52

BUBBLE-SHIRRED POCKETS give shirt-frock a dressy air. Skirt has unpressed front pleats, back gores. Rayon crepe. Hand wash separately in LUX. Shpg. wt., 1 lb. 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale on page 17. *State size.* ♦31 K 5371—Med. green ground ♦31 K 5372—Cocoa brown ground ♦31 K 5373—Med. blue. Ea. \$3.98 *Larger women's sizes:* 46, 48, 50, 52; scale on page 17. *State size.* ♦31 K 5374—Med. green ground ♦31 K 5375—Cocoa brown ground ♦31 K 5376—Med. blue. Ea. \$4.49

BUTTON FRONT DRESS with white collar. Tie-front set-in waistband. Front pleated, back gored skirt. Spun rayon. LUX separately. Shipping weight, 1 pound 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale on page 17. *State size.* ♦31 K 5365—Med. blue, white dots ♦31 K 5366—Med. green, white dots ♦31 K 5367—Cocoa, white. Ea. \$3.98 *Larger women's sizes:* 46, 48, 50, 52; scale on page 17. *State size.* ♦31 K 5368—Med. blue, white dots ♦31 K 5369—Med. green, white dots ♦31 K 5370—Cocoa, white. Ea. \$4.49

HIGH-PLACED POCKETS with dark buttons create a slimming T-line on trimly smart shirtfrock. Easy-stride skirt is pleated in front, gored in back. Spun rayon. Hand washable separately in LUX. Shipping weight, 1 pound 8 ounces. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale on page 17. *State size.* ♦31 K 5351—Cadet blue ♦31 K 5352—Rosewine. Ea. \$3.98 *Larger women's sizes:* 46, 48, 50, 52; scale on page 17. *State size.* ♦31 K 5355—Cadet blue ♦31 K 5356—Rosewine. Ea. \$4.49

CARDIGAN NECKLINE shirtfrock with detachable white collar, 3 rich buttons, loose tie belt. Flared skirt is gored all around. Spun rayon. Hand wash separately in LUX. Take off collar before washing. Shipping weight, 1 lb. 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale on page 17. *State size.* ♦31 K 5359—Cocoa brown ♦31 K 5360—Pearlgray. Ea. \$3.98 *Larger women's sizes:* 46, 48, 50, 52; scale on page 17. *State size.* ♦31 K 5362—Cocoa brown ♦31 K 5363—Pearlgray. Ea. \$4.49

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.



Everyday Luxable Rayon-and-Cotton Dresses, sizes 34 to 52 **\$3⁴⁹** each

SCALLOPED TUCK button front dress you slip into easily. Trim-fit, all around gored skirt. Rayon-and-cotton. Hand wash separately in LUX. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size.*
 ♦31 K 5392—Med. blue ground
 ♦31 K 5393—Med. green ground
 ♦31 K 5394—Rose grd. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size.*
 ♦31 K 5395—Med. blue ground
 ♦31 K 5396—Med. green ground
 ♦31 K 5397—Rose grd. Ea. \$3.49

COIN DOT button front dress. Patch pockets on bodice, loose tie belt. Front pleated, back gored skirt. Rayon-and-cotton. LUX separately. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size.*
 ♦31 K 5380—Cocoa brown ground
 ♦31 K 5381—Med. green ground
 ♦31 K 5382—Navy grd. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size.*
 ♦31 K 5383—Cocoa brown ground
 ♦31 K 5384—Med. green ground
 ♦31 K 5385—Navy grd. Ea. \$3.49

SCALLOPED COLLAR adds softness to floral print shirtrock. Gored skirt; loose tie belt. Rayon-and-cotton. Hand wash separately in LUX. Shipping weight, 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size.*
 ♦31 K 5405—Aqua ground
 ♦31 K 5406—Cocoa brown grd.
 ♦31 K 5407—Rose grd. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size.*
 ♦31 K 5408—Aqua ground
 ♦31 K 5409—Cocoa brown grd.
 ♦31 K 5410—Rose grd. Ea. \$3.49

TUCKED BOSOM, contrasting whip-stitching and buttons, add zest to all-occasions shirtrock. Stitched down front pleats fan out for freedom on back gored skirt. Tie belt. Rayon-and-cotton. LUX separately. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size.*
 ♦31 K 5386—Aqua
 ♦31 K 5387—Med. rose. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size.*
 ♦31 K 5389—Aqua
 ♦31 K 5390—Med. rose. Ea. \$3.49

Why not pick your wardrobe for an entire season at one time? Easy Terms available if order totals \$10 or more . . . see inside back cover.

ALL PAGE 28A . . DRESSES



A RAYON ALPACA-TYPE FABRIC \$5.98



B RAYON ALPACA-TYPE FABRIC \$6.98



C SPUN RAYON BUTTON FRONT \$4.98

Gracious Lady Fall-Winter Wardrobe

GRACIOUS LADY dresses are conservatively styled, cut longer. For size, refer to Women's size scales on page 17.
Size..... 34 36 38 40 42 44 46 48 50 52
Dress Lgth. 45 45½ 46 46½ 47 47½ 48 48½ 49 49½ in.

A Surplice dress of rayon alpaca-type fabric. Contrast trim, detachable white dickey. Unpressed front pleats on gored skirt. Dry clean. Sizes: 34, 36, 38, 40, 42, 44, 46. State size. Shpg. wt., each, 1 lb. 8 oz.
♦31K 5575—Pine green ♦31K 5576—Navy. Ea. \$5.98

B Ruffled shirtfrock of rayon alpaca-type fabric. Shoulder darts for bust fullness. Front pleated, back gored skirt. Dry clean. Sizes: 34, 36, 38, 40, 42, 44, 46. State size. Shpg. wt., each, 1 lb. 8 oz.
♦31K 5577—Soldier blue ♦31K 5578—Black. Ea. \$6.98

C Button front dress of spun rayon. Detachable dickey. Front pleated, gored skirt flatters hips. Hand wash in LUX separately. Sizes: 34, 36, 38, 40, 42, 44, 46; scale, page 17. State size. Shpg. wt., 1 lb. 8 oz.
♦31 K 5579—Navy plaid..... \$4.98

D Floral percale shirtfrock with convertible neckline. Buttons to waist; front pleated, back gored skirt. Washable. Sizes: 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. State size. Shipping weight, 1 lb.
47 K 1794—Navy ground print
47 K 1795—Black ground print. Each..... \$2.19

E Rayon and cotton shirtfrock. Tucks, buttons at shoulder, and front pleated, back gored skirt slim you. Hand wash in LUX. Sizes: 34, 36, 38, 40, 42, 44, 46; scale, page 17. State size. Shpg. wt., 1 lb. 8 oz.
♦31 K 5581—Medium blue ground print
♦31 K 5582—Rose ground print. Each..... \$3.49



D WASHABLE FLORAL PERCALE \$2.19



E LUXABLE RAYON-AND-COTTON \$3.49

Juniors

Some of you are called Miss, some Mrs. . . but you're all young in outlook as well as looks—with that attractive figure known as Junior Size. A bit shorter, bust slightly higher, waist slimmer. So Sears size-and-style experts do a sparkling series of dresses specially designed and scaled to play up your pretty petiteness . . . to fit right without cost or bother of alterations. All the fashion headliners are here on the next four pages, for campus, office or date shift. All are priced to show again how little it costs to get a whole wardrobe and be well-dressed when you order your clothes by mail at Sears.

\$9.98

cash

On Easy Terms, $\frac{1}{3}$ down

Botany's Virgin Wool Flannel



TALON SLIDE FASTENER zips up side opening to give this scalloped dress smooth fit. Botany's flannel, every thread pure new wool of rich warmth, has just the softness to show off a sleek

bodice, to drape gently. Takes light colors lusciously. Dress itself has simplicity of your pet shirtfrock. Scallops circling front, sleeves, peg pockets, make it dressy enough to do a quick-change act from desk to date. Belt, set in at back, ties in front. Skirt gored in back, gathered in front. Dry clean. *Sizes:* 9, 11, 13, 15, 17; size scale below. *State size.* Shpg. wt., each, 1 lb. 8 oz.

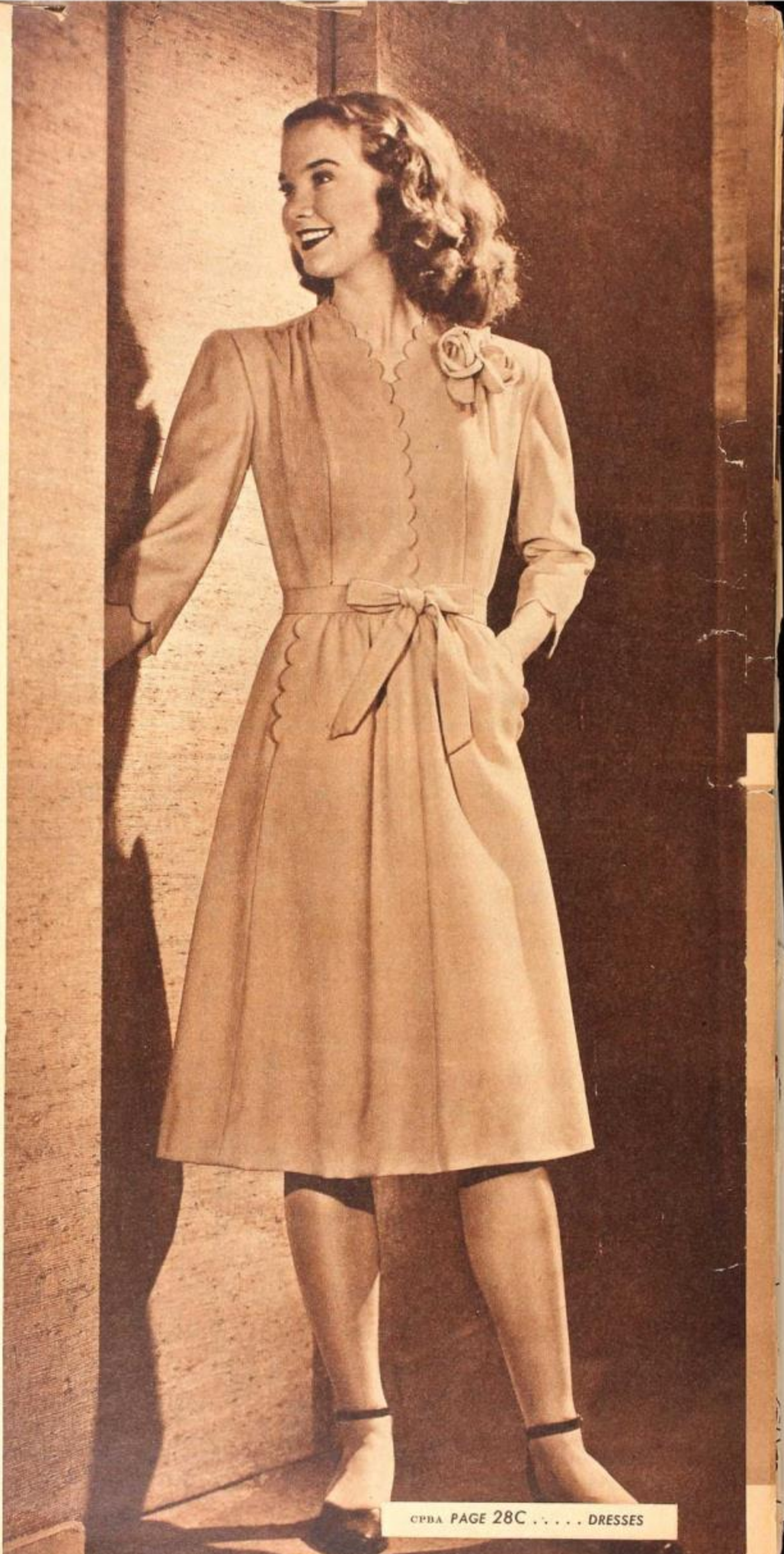
♦31 K 5200—Violet ♦31 K 5201—Gold
♦31 K 5202—Aqua Each, cash \$9.98

Colors Violet and Gold shown in actual color on pages 8 and 9; Aqua on page 2.

Juniors' Size Scale . . . figure slightly shorter than Misses', bust higher, waist slimmer. Measure carefully—then order size closest to your measurements.

Order Size	9	11	13	15	17
If hips are:	33	34½	36	37½	39 in.
If waist is:	23½	24½	26	27½	29 in.
If bust is:	30½	32	33½	35	36½ in.
Dress length:	39½	40½	41	41½	42 in.

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. Easy Terms available if order totals \$10 or more . . . see inside cover for complete information.



Dress-up styles

Figure-flatterers Juniors
wear gaily by day, by night



B FINE QUALITY RAYON CREPE \$6.98



A TRANSPARENT RAYON VELVET \$9.98



D WHITE AND LIGHT RAYON FLANNEL \$8.98



C TEBILIZED RAYON GABARDINE \$6.98

A Transparent rayon velvet lives up to your most festive "big moments" with its shimmery loveliness. Ours has the added flattery of white lace ruffles to create a bertha effect and lustrous pearl-like buttons at neck. Soft shirring down front, on bodice and skirt, make for figure-following lines. Back of skirt gored. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale, pg. 28C. State size.* ♦31 K 5205—Black. Shpg. wt., 1 lb. 8 oz. Easy Terms, 1/3 down; cash... \$9.98

B Ruffles and bows for a dress soft and sweet enough to go anywhere at night, yet so simple you can wear it by day. Bodice darts mold your waist. Skirt gathered in front, gored in back; hangs well when dancing. Of fine quality rayon crepe. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *size scale, page 28C. State size.* Shipping wt., 1 lb. 8 oz.
♦31 K 5207—Violet
♦31 K 5208—Black
♦31 K 5209—Aqua blue Each \$6.98

C Surplice-side button dress, crisply multi-stitched, trimly embroidered. Easy to slip into. So comfortable for work or fun. Set-in belt; front gathered and gored skirt. Of Tebilized rayon gabardine specially treated for crease resistance. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale, page 28C. State size.* Shipping weight, 1 lb. 8 oz.
♦31 K 5214—Coral red
♦31 K 5215—Aqua blue
♦31 K 5216—Beige..... Each \$6.98

D White and light colors in crease-resistant rayon flannel—fashion's new Fall-Winter note. Flowers embroidered on bodice and skirt of princess dress. Tucks and darts accent your curves. Note clever back treatment created by spacing of gores. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale, page 28C. State size.* Shpg. wt., 1 lb. 8 oz.
♦31 K 5210—Cherry rose
♦31 K 5211—Aqua green
♦31 K 5212—White..... Each \$8.98



Actual colors: Aqua blue, Coral red, Beige shown on pages 2 and 3; Cherry rose on page 5; Violet on page 8.

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.

for Juniors

Personality-plus fashions in
rayons at Sears low prices

- A** Side-button dress everybody likes, cut along princess lines to suit your petite figure and give it the figure flattery you want. White embroidery encircles high round neck, covers patch pockets. Self belt. Of rayon Luana. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* pg. 28C. *State size.* Shpg. wt., 1 lb. 8 oz. ♦31 K 5221—Medium green, white trim ♦31 K 5222—Red with white trim Each.....\$4.98

- B** Surplice jumper banded back, front to waist, around pockets. 2-button closing on set-in waistband. Front shirred, back gored skirt. Of Tebilized rayon gabardine, treated to resist creases. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* pg. 28C. *State size.* Shpg. wt., 1 lb. 8 oz. Blouse not included. ♦31 K 5218—Coral red with navy ♦31 K 5219—Aqua blue with brown ♦31 K 5220—Cocoa brown with beige Each.....jumper only \$4.98

- C** White scroll embroidery fronts bodice of dirndl-effect dress for style interest. Gives it dress-up air that's not too much so for office, is smart for dates. Slash-pocketed, front full skirt. Of spun rayon. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *see size scale on page 28C.* *State size.* Shipping weight, 1 pound 8 ounces. ♦31 K 5224—Aqua blue with white trim ♦31 K 5225—Cocoa brown with white trim Each.....\$3.98

- D** Felt flowers bloom colorfully on front midriff insert of your favorite shirt-frock, for fashion brightness. Surplice front makes you look taller. Tie-back sashes for perfection of waistline fit. Front pleated, back gored skirt. Of spun rayon. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale,* page 28C. *State size.* Shipping weight, 1 pound 8 ounces. ♦31 K 5227—Rose ♦31 K 5228—Green.....Each \$3.49

When planning your wardrobe, remember Easy Terms available if order is \$10 or more. See inside back cover for details of Sears Easy Payment Plan.



A EMBROIDERED RAYON LUANA \$4.98



B RAYON GABARDINE JUMPER \$4.98



C SCROLL-TRIM SPUN RAYON \$3.98



D FELT-FLOWERED SPUN RAYON \$3.49



A BORDER PRINT TWO-PIECER \$3.98



B SEERSUCKER PINAFORE DRESS \$4.98



C CHECKED CHESTERFIELD \$2.98



D SEERSUCKER BUTTON-FRONT \$4.98

Junior Luxables

Sprightly cottons; part rayons

A BORDER PRINT TWO-PIECE DRESS molds to torso. Basque top has two pockets, side button closing. Yoked, all-around pleated skirt. Of rayon-and-cotton. Hand wash in LUX. Sizes: 9, 11, 13, 15, 17; size scale, page 28C. State size. Shpg. wt., 1 lb. 8 oz. ♦27 K 8446—Red ground print ♦27 K 8447—Copen ground print. . . . Each \$3.98

B SEERSUCKER PINAFORE DRESS, eyelet edged butterfly ruffles back, front. Buttons to waist in back. Dirndl skirt; tie-back belt. Printed striped seersucker. Hand washable, no ironing. Sizes: 9, 11, 13, 15 only; scale, pg. 28C. State size. Shpg. wt., 1 lb. ♦27 K 8441—Red-and-white stripes ♦27 K 8442—Copen blue-and-white stripes. Ea. \$4.98

C CHECKED CHESTERFIELD, princess-line version of your favorite style, with black collar. Fly front to below waist; buckled back belt. Better quality cotton suiting. Hand wash in LUX. Sizes: 9, 11, 13, 15, 17; scale, pg. 28C. State size. Shpg. wt., 1 lb. ♦27 K 8451—Black-and-white checks. . . . \$2.98

D SEERSUCKER BUTTON-FRONT, princess style, with saucy, white eyelet edged ruffles on yoke-effect, Peter Pan collar, pockets. Printed striped seersucker—no ironing. Hand washable. Sizes: 9, 11, 13, 15 only; scale, pg. 28C. State size. Shpg. wt., 1 lb. ♦27 K 8443—Red-and-white stripes ♦27 K 8444—Green-and-white stripes ♦27 K 8445—Brown-and-white stripes. . . . \$4.98

E BASQUE DIRNDL DRESS, full skirted, with smart play of stripes for flattering lines. Better quality striped cotton. Luxable. Sizes: 9, 11, 13, 15 only; size scale, page 28C. State size. Shpg. wt., 1 lb. ♦27 K 8448—Green-and-white stripes ♦27 K 8449—Red-and-white stripes. . . . \$2.84



E BASQUE DIRNDL DRESS \$2.84



Kerrybrooke
our own trademark

Cotton Shirtfrock in famous Lonsdale Cord

\$3.98
each

Some styles are so good, so well liked, they go on year after year. This dress is one of them . . . a featured favorite at Sears for the last several years, No. 1 cotton choice of America's most discriminating women. So comfortable, so becoming it looks well on any age or figure, women want it in every color. Of such good quality it can be worn and laundered for many seasons. The fabric is the famous Lonsdale Cord, a fine corded chambray with stripes woven in . . . product of the century-old Lonsdale Mill in Providence, Rhode Island. Tailored to Sears own specifications listed below:

- Fullness under back yoke adds to comfort
- Cleanly finished with neatly pinked seams
- Fresh water pearl buttons are closely spaced
- Well-made novelty belt with leather-like trim
- Fine, careful stitching throughout dress
- Hem overcast, 2-in. wide for lengthening
- Pre-shrunk fabric; residual shrinkage not more than 3%, assures correct fit always

KERRYBROOKE SHIRTFROCK, becoming classic you like more the longer you wear it. Easy to put on, easy to iron, with non-gap button front. Pleats on front bodice and skirt, back gores; roomy pockets. Our best quality chambray, washfast. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11. *State size.* Shpg. wt., 1 lb.

- ♦ 27 K 8012-Copen-and-white
- ♦ 27 K 8013-Red-and-white
- ♦ 27 K 8014-Brown-and-white
- ♦ 27 K 8015-Green-and-white
- ♦ 27 K 8016-Lavender-and-white. Each \$3.98

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house. See inside back cover for information on Easy Terms.



Searspride
Reg. U. S. Pat. Off.

Our finest Luxables cottons, part cottons in misses' sizes

Searspride . . the label tells the story. Our pride because they're our best, as you've come to learn. When a cotton or part cotton dress rates this label you can be sure of finer making, nicety of detailing, better fabrics. *And* fashion successes smart enough to go anywhere . . in the styles best suited for all-occasion wear. For instance, the suit dresses opposite, trim and well-groomed looking, could see you through a busy noon-to-night schedule. The ruffled dresses on this page have a Sunday-best femininity but the fabric represents everyday practicality. The stripes are woven right into the chambray—washing won't dull their spic-and-span brightness. Whichever you pick, you're getting proven fashion rightness and unlimited serviceability.

Quality details for better service:

- Seams cleanly pinked. Fine, careful sewing throughout with small stitches
- Hems neatly finished . . two inches wide (except border print 2-piece suit dress because of the pattern)
- Top grade buttons firmly attached . . closely spaced to prevent gaping
- Pleats and gathers are generously full everywhere for free movement
- Smooth, bulk-less placket closings
- Belts are reinforced; self fabric belt loops strongly sewn. Buckle self fabric covered for richness.

Numbers marked ♦ shipped from Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms available if order totals \$10 or more . . see inside back cover for details.



Self-ruffled woven-striped chambray

THE CARDIGAN NECK DRESS, with pleated ruffles down waist, on slash pockets. Front gathered, gored skirt. Of better quality chambray. Hand wash separately in LUX. *Sizes:* 10, 12, 14, 16, 18 only; see size scale on page 11. *State size.* Shipping weight, 1 pound.

- ♦27 K 8001—Red-and-white
- ♦27 K 8002—Blue-and-white
- ♦27 K 8003—Green-and-white. Ea. \$4.98

THE LOW OVAL NECK DRESS, especially feminine with ruffle trim. Button front; well pockets; front gathered, gored skirt. Of better quality chambray. Hand wash separately in LUX. *Sizes:* 12, 14, 16, 18 only; see size scale on page 11. *State size.* Shipping weight, 1 pound.

- ♦27 K 8004—Red-and-white
- ♦27 K 8005—Copen-and-white
- ♦27 K 8006—Brown-and-white. Ea. \$4.98



Luxable cotton, cotton-and-rayon Suit Dresses

THE BORDER PRINT SUIT with tie-front, set-in belted jacket for smooth waistline fit. Skirt box-pleated in front, kick-pleated in back. Of better quality rayon-and-cotton. Hand wash separately in LUX.

Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 pound 8 ounces.

♦27 K 8017-Red ground print
♦27 K 8018-Copen blue grd. Ea. \$3.98

THE BOUND CARDIGAN SUIT, natty as can be for year-round wear. White collar is removable; should be detached before washing. All-around gored skirt. Of good quality cotton suiting. Hand wash separately in LUX. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 pound 8 ounces.

♦27 K 8019-Black-and-white check only, with black binding. \$3.98

THE SELF-BOW TRIMMED SUIT has soft charm. Pockets follow curve of jacket line; cardigan neck. Gored skirt. Of better quality cotton-and-rayon print. Hand wash separately in LUX. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 pound 8 ounces.

♦27 K 8021-Rose ground print
♦27 K 8022-Copen blue ground
♦27 K 8023-Luggage tan grd. Ea. \$3.98



Button-trimmed Cottons, Cotton-and-Rayons.. all Luxable

\$3.98

BUTTON FRONT shirt-frock with sporty pockets-on-square. Front pleated, back gored skirt. Better quality woven striped chambray. Lux separately by hand. *Sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *State size.* Shpg. wt., 1 lb.
 ♦ 27 K 8031—Copen-and-white
 ♦ 27 K 8032—Red-and-white
 ♦ 27 K 8033—Brown-and-white
 Each.....\$3.98

\$2.98

BUTTONS ON POCKETS add snap to simple, wearable surplice bodice dress. Easy-fit, front pleated, back gored skirt. Good quality cotton-and-rayon. Hand wash separately in Lux. *Sizes:* 12, 14, 16, 18, 20; scale, page 11. *State size.* Shipping weight, 1 lb.
 ♦ 27 K 8024—Copen blue
 ♦ 27 K 8025—Rose
 ♦ 27 K 8026—Aqua. Each \$2.98

\$2.98

BUTTONS TO WAIST with ric-rac at neck and on pockets. Front gathered, back gored skirt. Set-in front waistband; tie back sash. Printed striped seersucker. Hand wash in Lux—no ironing. *Sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *State size.* Shpg. wt., 1 lb.
 ♦ 27 K 8035—Copen-and-white
 ♦ 27 K 8036—Red-and-white
 Each.....\$2.98

\$3.98

BUTTONS ON THE SIDE in better quality woven checked gingham, cotton version of our best selling rayon. Side-spaced gathers on gored skirt. Washable in Lux. *Sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *State size.* Shpg. wt., 1 lb.
 ♦ 27 K 8027—Copen-and-white
 ♦ 27 K 8028—Green-and-white
 ♦ 27 K 8029—Red-and-white
 Each.....\$3.98



Misses' Thrift Cottons, tailored or ruffly . . all washable, long-wearing

\$1.98

SHIRTFROCK makes clever use of its stripes for bodice trim and pockets. 3-button closing to waist. Bias-cut skirt with front inverted pleat. Good quality striped cotton. Washable. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shpg. wt., 1 lb.
 ♦ 27 K 8041—Red-and-white
 ♦ 27 K 8042—Copen-and-white
 Each\$1.98

\$1.98

BUTTON-FRONT DRESS with pretty crispness. Self-ruffles trim bodice and skirt pockets. Front gathers on gored skirt. Good quality checked cotton. Washable. *Sizes:* 12, 14, 16, 18, 20; size scale on page 11. *State size.* Shipping weight, 1 pound.
 ♦ 27 K 8037—Red-and-white
 ♦ 27 K 8038—Copen blue-and-white. Each\$1.98

\$1.98

BUTTON FRONT PINAFORE DRESS. Butterfly ruffles back, front. Curve on top of pockets follows lines of sweetheart neck. Gathered skirt; tie-back sash. Good quality striped cotton. Washable. *Sizes:* 12, 14, 16, 18, 20; size scale, pg. 11. *State size.* Shpg. wt., 1 lb.
 47 K 1604—Red-and-white
 47 K 1605—Copen-and-white
 Each\$1.98

\$1.59

TIE-BACK PINAFORE dress with front butterfly ruffle. White ric-rac crisply outlines ruffle, and pockets. Full, gathered skirt. Back closing to waist. Good quality cotton floral print. Washable. *Sizes:* 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 pound.
 47 K 1602 — Assorted colorful floral patterns\$1.59



Women's Luxable Suit Dresses

For good looks, good fit, pick a Sears neatly made suit dress. All-around gored skirts hang well, have flat button plackets, 2-in. hems. Shpg. wt., ea., 1 lb., 8 oz.

TIE-FRONT set-in-belt suit dress has smart, go-everywhere look you like for your busy days. Jacket buttons to waist; has 2 flap pockets. Of better quality cotton-and-rayon. Hand washable in LUX. Sizes: 34, 36, 38, 40, 42, 44; size scale, page 17. *State size.*

♦ 27 K 8511-Copen; white dots
♦ 27 K 8512-Luggage brown; white dots, Each **\$3.98**

CLASSIC FLORAL PRINT suit dress with casual trimness you find so comfortable any hour of the day. Jacket darted back, front; 2 pockets. Better quality cotton suiting. Hand wash in LUX. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 17. *State size.*

♦ 27 K 8501-Luggage brown ground
♦ 27 K 8502-Green ground
♦ 27 K 8503-Red ground, Each **\$4.98**

Better quality Luxable Cottons

Two versions of the ever becoming, comfortable shirt-frock . . . buttoned to waist or to hem. Both with cleanly pinked hems, 2-in. deep hems. Shpg. wt., each, 1 lb.

BUTTON-WAIST DRESS of chambray. Stripes woven in to stay bright. Shoulder yoke; flap pockets. Bias cut skirt, gored front, back; front pleats. Hand wash separately in LUX. Sizes: 34, 36, 38, 40, 42, 44; size scale, page 17. *State size.*

♦ 27 K 8504-Copen-and-white
♦ 27 K 8505-Green-and-white
♦ 27 K 8506-Brown-and-white, **\$4.98**

BUTTONED-TO-HEM DRESS of woven checked gingham. Self fabric, bias cut, effectively used for bosom yoke and trim. Closely spaced buttons keep gored skirt from gaping. Hand washable in LUX. Sizes: 34, 36, 38, 40, 42, 44; see size scale on page 17. *State size.*

♦ 27 K 8507-Red-and-white checks
♦ 27 K 8508-Copen blue-and-white checks. . . Each **\$4.98**

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



Women's Button Front Dresses of Luxable cotton-and-rayon

Favorite style of busy women . . slips on over shoulders as easily as a coat without disturbing hair-do. Opens flat for quick ironing. Slenderizing, too. Note how closely spaced buttons are, so skirt won't gap open. All hand washable in Lux. Shpg. wt., ea., 1 lb.

FLORAL PRINT button front dress designed for plenty of ease throughout, with shirring at shoulders and waistline. Skirt has front pleats, back gores. Self belt. Of better quality rayon-and-cotton.

Sizes: 34, 36, 38, 40, 42, 44; size scale on page 17. *State size.*

◆ 27 K 8517—Rose ground print
◆ 27 K 8518—Copen blue ground print. Each . . . **\$2.98**

SOLID COLOR button front dress with dark button trim. Novel criss-cross pockets add style interest to bodice. Skirt has sharp knife-pleated front, is gored in back. Of good quality rayon-and-cotton. Sizes: 34, 36, 38, 40, 42, 44; scale, page 17. *State size.*

◆ 27 K 8521—Copen blue
◆ 27 K 8522—Rose
Each . . . **\$2.98**

POLKA DOTTED button front dress with braid trim on shoulder yoke, pockets. Sweetheart neckline; all-around gored skirt. Of better quality rayon-and-cotton. Sizes: 34, 36, 38, 40, 42, 44; see size scale on page 17. *State size.*

◆ 27 K 8513—Dark copen blue with white polka dots.
◆ 27 K 8514—Dusty rose, white polka dots. Each . . . **\$3.98**

BORDER PRINT button front dress with pattern narrowing off at top for slimming, handsome effect. Easy-stride skirt with front pleats, back gores. Self belt. Of better quality rayon-and-cotton. Sizes: 34, 36, 38, 40, 42, 44; size scale on page 17. *State size.*

◆ 27 K 8515—Copen blue ground
◆ 27 K 8516—Green ground
Each . . . **\$3.98**

It's smart to have several button fronters. Easy Terms available if order is \$10 or more—see inside back cover.



Famous "Nip 'n Tuck" Housefrocks

Inserts at waist nip in middle. Vertical front tucks, plus convenient button front, slim you. Both of long-wearing, washable cottons. Shpg. wt., each, 1 lb.

STRIPED printed seersucker, of better quality, in notch collar style. 2 handy patch pockets; fullness under shoulder yoke; 2-inch hem. No ironing needed. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 17. *State size.*
 ♦27K8524—Copen blue-and-white
 ♦27K8525—Red-and-white, each **\$2.98**

SOLID COLOR cotton of better quality, in comfortable sweetheart neck style. White ric-rac trimming down front, around neck, yoke, sleeves, pockets. 2-in. hem. Dress opens flat for speedy ironing. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 17. *State size.*
 ♦27 K 8527—Copen blue
 ♦27 K 8528—Aqua green **\$2.88**

Washable Buttonfront Dresses

Coat style makes dressing and ironing quick, easy. Looks pretty on, yet built for working ease. Have many changes at Sears low prices. Shpg. wt., ea., 1 lb.

SET-IN BELT button front dress. Pretty sweetheart neckline. Front pleated, non-gap skirt; 2 roomy patch pockets. Bias-cut self-binding trims neckline, pockets. Good quality printed checked cotton. Washable. *Sizes:* 34, 36, 38, 40, 42, 44; scale, page 17. *State size.*
 47K1600—Copen-and-white.
 47K1601—Red-and-white.Ea. **\$1.69**

BUTTON FRONT dress with front midriff and back tie sash to give trim look to waist. Ric-rac edged collar and pockets. All-around gored skirt. Of good quality floral print cotton. Washable. *Sizes:* 34, 36, 38, 40, 42, 44; size scale, page 17. *State size when ordering.*
 ♦27 K 8531—Assorted colorful floral prints. . . . **\$1.98**

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



Size of check

Button Front washables, 34 to 52

Slimming, flattering for all sizes and figures. Hair doesn't muss when putting it on. Opens flat to handle easily on ironing board. Shipping weight, each, 1 pound.

CHECKED button front dress of better cotton-and-rayon suiting, wearable year round. Its tailored trimness is smart everywhere. White edged pockets on bodice; gored skirt. Hand wash separately. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scales, pg. 17. *State size.*
♦27K8532—Black-and-white checks only..... **\$3.98**

STRIPED BUTTON FRONT dress with shoulder yoke, gathers below. Lots of walking room—skirt has front stitched down pleats, back gores. Big pockets. Good quality printed striped cotton. Washable. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scales, page 17. *State size.*
♦27K8537—Copen-and-white..... **\$2.19**
♦27K8538—Red-and-white..... **\$2.19**

Softer, Dressier LUXables 34 to 52

The type you call an afternoon dress and like to wear to luncheons, parties, when work is done. Wear these the year-round. Washable in LUX. Shpg. wt., each, 1 lb.

SELF BOWED DRESS with white embroidery inserts. 4-button closing to waist. Skirt pleated in front, gored in back. 2-in. hems. Better quality cotton. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scales, page 17. *State size.*
♦27K8535—Navy ground print..... **\$2.88**
♦27K8536—Rose ground print, each..... **\$2.88**

SWEETHEART NECK dress has becoming simplicity. White edging around neck; tiny dark buttons to waist; gathers under shoulder yoke; gored skirt; 2-in. hem. Of better quality printed cotton-and-rayon. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48, 50, 52; scales, page 17. *State size.*
♦27K8533—Copen blue grd..... **\$3.98**
♦27K8534—Luggage grd. Ea. **\$3.98**

If your order totals \$10 or more, Easy Terms are available—see inside back cover for details.



Washable Cotton-and-Rayons, 16½ to 24½

Everyday favorite for year-round wear, the shirtfrock, styled for slimming good looks . . . carefully made to give you the service you expect from Sears fashions. Shpg. wt., ea., 1 lb.

WHITE-DOTTED shirtfrock buttoned to waist. Front pleated, back gored skirt. Button-trimmed flap pocket. 2-inch hem. Of better quality cotton-and-rayon. Hand washable separately in Lux. Sizes: 16½, 18½, 20½, 22½, 24½; size scale on page 22. *State size.*

♦27 K 8544—Copen blue ground
♦27 K 8545—Luggage brown grd.
♦27 K 8546—Rose ground. Each

\$3.98

FLORAL PRINT shirtfrock with multi-stitching down fly front, on pockets and convertible collar for stay-crisp trimness. All-around gored skirt. 2-inch hem. Of better quality cotton-and-rayon. Hand washable separately in Lux. Sizes: 16½, 18½, 20½, 22½, 24½; size scale on page 22. *State size.*

♦27 K 8547—Copen blue ground
♦27 K 8548—Luggage ground. Each

\$2.98

Button-trimmed Cottons, half sizes

Buttons in a row from top to hem have a way of making you look taller. That's why we use them on the side or down the front for Shorter Women's cottons. Shpg. wt., ea., 1 lb.

SIDE BUTTON DRESS cleverly uses stripes up and down and across, for a fresh edition of this fashion hit. Front gathered, back gored skirt. Of better quality woven striped chambray. Hand washable in Lux. Sizes: 16½, 18½, 20½, 22½, 24½; scale, page 22. *State size.*

♦27 K 8541—Copen-and-white
♦27 K 8542—Red-and-white
♦27 K 8543—Brown-and-white. Each

\$3.98

FRONT-BUTTON DRESS, our most popular style. Bias-cut self trim on collar, bodice, pockets. Easy to slip on or off because front opens all way down . . . easy to iron, too. Gored skirt. Of good quality checked cotton. Washable. Sizes: 16½, 18½, 20½, 22½, 24½; scale, page 22. *State size.*

♦27 K 8551—Copen-and-white
♦27 K 8552—Red-and-white. Each

\$1.98



A FLORAL PINAFORE APRON \$1.98

B STRIPED BIB-TOPPER \$1.59

C RIC-RAC TRIMMED \$1.69

D PINAFORE APRON \$1.79

Apron Assortment

Take to cover under pretty cottons while you work



E HALTER-NECK COVERALL \$1.39

A FLORAL PINAFORE APRON. Fluffy ruffles back and front. Button closing at back neck. Contrast binding around neckline, and deep pockets. Full skirt; tie back sash. Washable cotton. *Sizes:* Small (12, 14); medium (16, 18); large (20, 22). *State size.* Shipping weight, 10 ounces. ♦ 27 K 9501-Asstd. prints \$1.98

C RIC-RAC TRIMMED bib-top apron with halter back. Tie-back sash; gathered skirt; one patch pocket. Better quality cotton. Washable. One size, fits up to size 20. Shpg. wt., 10 oz. 47 K 1806—Red-and-white 47 K 1807—Blue-and-white 47 K 1818—Green-and-white Each\$1.69

E HALTER-NECK BIB TOP apron with contrasting binding on pocket tops and bib. Generously gathered skirt on waistband ending in tie back sashes. Better quality cotton floral print. Washable. One size fits up to size 20. Shipping weight, 10 ounces. 47 K 1805—Floral designs on assorted grounds\$1.39

B STRIPED BIB TOP, front and back, gives you complete protection. Button closing at back neck. Set-in waistband with tie back sashes. 2 convenient patch pockets. Of washable striped cotton. *Sizes:* Small (12, 14); medium (16, 18); large (20, 22). *State size.* Shpg. wt., 10 oz. 47 K 1809—Blue-and-white \$1.59

D PINAFORE APRON striped up, down, across. Butterfly ruffles, back and front, suspender-effect. Tie-back sashes; full skirt. Good quality cotton. Washable. *Sizes:* Small (12, 14); medium (16, 18); large (20, 22). *State size.* Shipping weight, 10 oz. 47 K 1808—Red - white - and blue stripes only\$1.79

F WAISTBAND APRON, well made of colorful gingham, percale or chambray in checks, plaids and stripes. Front edge and pouch pockets contrastingly bound. Washable. One size, fits up to size 20. Shpg. wt., 8 oz. 47 K 1804—Assorted colors but no choice of pattern, fabric or color. Each79c



F WAISTBAND APRON 79c



Crisp Work Dress of sturdy cotton, easy to slip into or iron

THE BUTTON-FRONT COAT DRESS is the all time favorite with busy women for work at home or on the job. That's why we present it in two versions: striped or solid cotton, as pictured. Styled for clean-cut good looks, as well as working efficiency, it can serve as a uniform too. Sears low prices make it thrifty to have several. No fuss, no muss—slips on just like your coat. Just as easy to iron because it opens flat. Comfortable to work in—fullness under yoke, and at waistline allows free movement. Buttons closely spaced so skirt does not gap; 2 handy large pockets. *Misses' sizes:* 12, 14, 16, 18, 20; scale, page 11. *Women's sizes:* 38, 40, 42, 44; scale, pg. 17.

THE SOLID color button front coat dress with matching buttons. Two-inch deep hem. Of strong cotton. Washable. Sizes above. Shipping weight 1 lb. *State size.*

47 K 1812—Blue
47 K 1813—White
47 K 1814—Tan. Each **\$1.98**

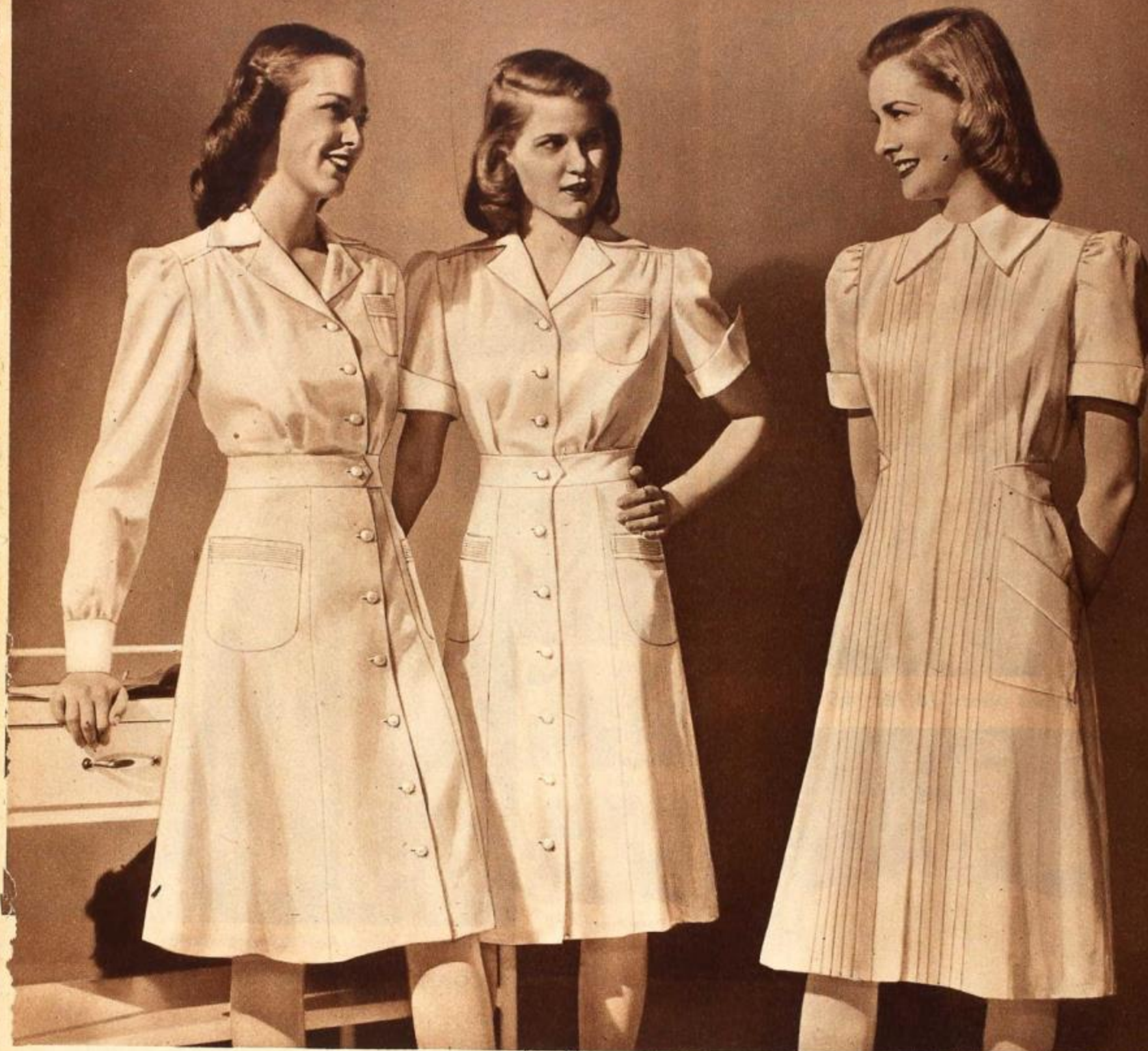
THE STRIPED button front coat dress with white buttons in two attractive colors. 2-inch hem. Long-wearing cotton. Washable. Sizes as above. *State size.*

Shipping weight, 1 pound.
47 K 1815—Blue-and-white stripes
47 K 1816—Rose-and-white stripes. **\$1.98**

\$2.29

THE MAGIRAP APRON DRESS, much in demand because it does double duty so comfortably. Gives protection when worn as a dress. Doubles as an apron over your good clothes. Front midriff and long tie sashes insure perfection of fit at waistline. The fronts reverse so you can enjoy twice the wear from each washing. Ample over-lap on skirt provides complete cover-up; allows you to move freely. Made according to Sears specifications of good quality cotton that's able to stand countless washings. Novelty edging on white collar and cuffs. *Misses' sizes:* 12, 14, 16, 18, 20; size scale on page 11. *Women's sizes:* 38, 40, 42, 44, 46; size scale on page 17. *State size.* Shipping weight, each, one pound.
♦27 K 9615—Assorted colorful floral prints **\$2.29**

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



Profession Uniforms for nurses, lab workers and beauticians

THE BUTTON FRONT UNIFORM, No. 1 choice of active nurses, offered in three long-wearing, washable fabrics. Its clean-as-a-whistle simplicity is becoming to large or small figures. You slip into or out of it just like a coat without messing up your hair-do. Opens flat for speedy handling on ironing board. Action-built with pleated back shoulder yoke to give easily as you move. 6-gore skirt flatters hips; doesn't gap because buttons are closely spaced. Set-in waistband is of double thickness for added strength and wear. 3 patch pockets with multi-stitched tops. Seams overlapped, with main seams double stitched to prevent splitting, to give non-stop service.

SANFORIZED "SOULETTE", washable mercerized poplin in white only. Max. shrinkage, 1%. *Misses' sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *Women's sizes:* 38, 40, 42, 44; scale pg. 17. *State size.* Shpg. wt., 1 lb. 6 oz. ♦27 K 9654—Long sleeves..... **\$4.98**

WASHABLE RAYON SHARKSKIN fine quality, trimly made, in white only. *Misses' sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *Women's sizes:* 38, 40, 42, 44; size scale on page 17. *State size.* Shpg. wt., 1 lb. 6 oz. ♦27 K 9656—Long sleeves..... **\$4.64**

WASHABLE COTTON POPLIN, in white only. *Misses sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *Women's sizes:* 38, 40, 42, 44; size scale on page 17. *State size.* Shpg. wt., 1 lb. 6 oz. ♦27 K 9652—Long sleeves ♦27 K 9653—Short sleeves..... **\$2.89**

Available after July 20

\$2.59

THE PRINCESS EFFECT UNIFORM with the famous "Nip 'n Tuck" construction. Triangular inserts nip in and smooth waistline. Vertical tucks, from shoulder to hem on either side, make you look taller and slimmer. Fly front buttons to below the waistline; balance of front is stitched to stay closed. Two roomy patch pockets. Strongly made of sturdy cotton broadcloth. Washable. *Misses' sizes:* 12, 14, 16, 18, 20; scale, page 11. *Women's sizes:* 38, 40, 42, 44; scale, page 17. *State size.* Shpg. wt., ea., 1 lb. 6 oz. ♦27 K 9667—All white..... **\$2.59** ♦27 K 9668—Copen blue with white collar and cuffs..... **\$2.59**

If order totals \$10 or more, Sears Easy Terms available... see inside back cover for complete details.



[A] JUMPER, 2 FABRICS. \$6.98, \$4.98



[C] SMOCKED DRESS, RAYON FRENCH-TYPE CREPE \$4.98



Bow Print \$3.79



Floral Print \$2.98



[B] BLOUSE. \$2.98 SKIRT \$4.98

Your complete Maternity Wardrobe

Order regular size—we've allowed for figure changes with clever, hidden adjustable features to meet new measurements

[A] JUMPER. Kick-pleated, gored skirt. Buttons control adjustment. *Sizes:* 9, 11, 13, 15, 17; *scale,* pg. 28C. *State size.* Shpg. wt., ea., 1 lb. 8 oz. (blouse not included). *Rayon Flannel,* smooth, warm. Dry clean.
 ♦ 31 K 5972—Cherry rose
 ♦ 31 K 5973—Aqua green. Each \$6.98
Super-Charmalac, rayon with Aralac for woolly warmth. Wash separately in LUX.
 ♦ 31 K 5974—Medium blue
 ♦ 31 K 5975—Cocoa brown. Each \$4.98

[B] DRAWSTRING BLOUSE of rayon broadcloth. Hand Luxable. *Sizes:* 12, 14, 16, 18, 20; *scale,* pg. 80. *State size.* Shpg. wt., 10 oz.
 ♦ 7 K 3218—White, blue braid trim \$2.98
 FRONT DRAWSTRING SKIRT of Pacific's 100% wool crepe. Expands to fit. Dry clean. *Sizes:* 12, 14, 16, 18, 20; see size scale, page 82. *State size.* Shpg. wt., 1 lb. 2 oz.
 ♦ 7 K 3438—Soldier blue
 ♦ 7 K 3439—Black
 ♦ 7 K 3441—Brown. Each \$4.98

[C] SMOCKED DRESS, a top ranking favorite, in three fabrics, beloved by young-minded mothers-to-be for comfortable fit, good looks. Peter Pan collar. Concealing front fullness; adjustable belt from back panel. All dresses, hand wash separately we recommend LUX. *Sizes:* 12, 14, 16, 18, 20, 22; see size scale, page 11. *State size.* Shpg. wt., ea., 1 lb. 8 oz.

French-type Rayon Crepe, as illustrated. Fall colors, white polka dots.
 ♦ 31 K 5945—Navy with white dots
 ♦ 31 K 5946—Rose with white dots
 ♦ 31 K 5947—Cocoa brown, white dots
 Each \$4.98

Rayon-and-cotton Bow Print, same style.
 ♦ 31 K 5949—Navy ground
 ♦ 31 K 5950—Rose ground
 ♦ 31 K 5951—Cocoa brown grd. Ea. \$3.79
Cotton Floral Print, same style.
 ♦ 31 K 5957—Blue ground
 ♦ 31 K 5958—Rose ground. Ea. \$2.98



A RUFFLE DRESS IN ALPACA-TYPE RAYON \$5.98



Polka Dot \$4.49



B BASQUE DIRNDL-TYPE DRESS \$6.98



C CHECKED COTTON GINGHAM \$3.98

Young Styles... Sears low prices

Pretty fashions you'd wear normally; with added comfort of deep gathers, generous pleats and easy fit you need now.

A RUFFLE DRESS in choice of 2 fabrics. Full ruffles on top bodice and on slash pockets tend to make you look taller, slimmer, by creating wide-shouldered look. Skirt, gored in back, has drawstring inserts to create front fullness that expands as you need extra width. Long tie belt. Sizes: 10, 12, 14, 16, 18, 20; size scale on page 11. State size. Shpg. wt., each, 1 lb. 8 oz.

Rayon Alpaca-type Fabric, illustrated, good quality in year-round colors. Dry clean.

♦ 31 K 5962—Navy blue
♦ 31 K 5963—Cherry rose. Each, \$5.98

Rayon-and-Cotton print with neat, small polka dot on dark grounds to wear Fall-Winter. Hand wash separately in Lux.

♦ 31 K 5964—Deep aqua with white dots
♦ 31 K 5965—Med. blue with white dots
♦ 31 K 5966—Cocoa brown with white dots. Each, \$4.49

B BASQUE DIRNDL-TYPE DRESS, white embroidered, with charm of dresses you wore before. Tie-back sash, with hidden snap adjustments. Front gathered, back gored skirt. Rayon alpaca-type fabric. Dry clean. Sizes: 9, 11, 13, 15, 17; size scale, page 28C. State size. Shpg. wt., 1 lb. 8 oz.
♦ 31 K 5960—Navy with white trim
♦ 31 K 5961—Aqua with white trim
Each, \$6.98

C CHECKED COTTON GINGHAM dirndl-type dress. White ric-rac trim. Tie-back sash has snap adjustments under it. Front gathered gored skirt. Hand wash separately. Sizes: 9, 11, 13, 15, 17; scale, pg. 28C. State size. Shpg. wt., 1 lb. 8 oz.
♦ 31 K 5968—Brown-and-white checks
♦ 31 K 5969—Green-and-white checks
♦ 31 K 5970—Blue-and-white checks
♦ 31 K 5971—Rose-and-white checks
Each, \$3.98



Dressmaker Suits in Doeskin-effect flannel

\$18.98

each, cash

$\frac{1}{3}$ down on Easy Terms

The new suit to wear is the one that might have come from the hands of a fine dressmaker and has that made-for-you look. The new fabric to have it in is an all wool flannel that's smooth as cream, drapes beautifully. These suits have everything that's new including a buckle closing and smart novelty pockets.

THE SHIRT-COLLAR SUIT, at left, dressed up with pockets made of curly black wool, cotton backed, (72% face, 28% back) resembling Persian Lamb. Darts open for softened waistline on rayon lined jacket. Skirt has inverted pleats front, back. *Sizes:* 10, 12, 14, 16, 18, 20; *scale, pg. 40H. State size. Shpg. wt., 3 lbs.*
 ♦17 K 6853—Med. delft blue
 ♦17 K 6854—Black Cash \$18.98

THE CARDIGAN SUIT, at right, has long darts for soft figure-flattering fullness in the rayon lined jacket. Self-covered buckles closing it, is a smart fashion addition. Well-placed gores on skirt. *Sizes:* 10, 12, 14, 16, 18, 20; *size scale, pg. 40H. State size. Shpg. wt., 3 lbs. 4 oz.*
 ♦17 K 6855—Med. delft blue
 ♦17 K 6856—Purple
 ♦17 K 6857—Luggage brown. Cash \$18.98